



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2008**



THE GLOBAL MAGAZINE OF CHOCOLATE AND CONFECTIONERY

Field Served:
Confectionery.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 6,808

1A	AVERAGE QUALIFIED PAID CIRCULATION		
	Individual	102	
	Association		
	Sponsored Individually Addressed		
	Multi-Copy Same Addressee, See Par. 11(a)	2	
	Single Copy Sales		
	Total Average Qualified Paid Circulation		104

1B	AVERAGE QUALIFIED NON-PAID CIRCULATION		
	Individual	6,704	
	Association		
	Multi-Copy Same Addressee		
	Total Average Qualified Non-Paid Circulation		6,704

1C	AVERAGE NON-QUALIFIED CIRCULATION		
	Non-Continuous Market Coverage Copies		
	Allocated For Shows & Conventions		
	Miscellaneous, Including Staff Copies, See Par. 11(b)	1,581	
	Total Average Non-Qualified Circulation		1,581

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS
None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	7,000	117	6,883	145	147
Feb.	7,000	110	6,890	32	39
Mar.	6,900	110	6,790	108	8
Apr.	6,850	98	6,752	41	3
May	6,550	96	6,454	299	1
June	6,550	94	6,456	18	20
			Total	643	218

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2008 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 7.7% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 3.7% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid	Total Qualified Non-Paid	Qualified Non-Paid	Qualified Non-Paid Multi-Copy	Classification by Title						
							A	B	C	D	E	F	G
1. Confectionery Manufacturers.....	5,275	80.5	7	5,268	5,268		3,526	558	387	84	545	157	18
2. Confectionery Wholesalers, Jobbers, Importers, Brokers, Distributors and Repackers.....	757	11.6	1	756	756		575	37	22	4	77	41	1
3. Manufacturers/Suppliers of Equipment, Ingredients, Packaging Materials and Supplies	374	5.7	1	373	373		154	17	43	20	131	6	3
4. Other Confectionery products not classified above and others allied to the confectionery industry	144	2.2	87	57	57		26	1	17	8	8	2	82
Other Paid Circulation													
Subscriptions													
Single Copy Sales													
Total Qualified Circulation	6,550	100.0	96	6,454	6,454		4,281	613	469	116	761	206	104

Key to Classification by Title:

- A. General Management/Administration (President, Owner, Partner, Vice President, General Manager, Assistant Manager, Distribution Manager, Chairman, Secretary, Treasurer)
- B. Plant Operations/Production (Plant Manager, Production Manager, Traffic Manager, Packaging Supervisor, Maintenance Manager, Manufacturing Supervisor)
- C. Research & Development (Technologist, Chemist, Scientist, Research Technologist, Group Project & Research Specialist, QA/QC/IT Director/Manager)
- D. Engineering (Chief/Project/Design/System Engineer)
- E. Sales/Marketing (Brand/Advertising Director/Manager/Assistant, VP Sales, Merchandiser)
- F. Purchasing (Purchasing Director, Supervisor, Agent, Buyer)
- G. Other Titled and Non-Titled Personnel

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	4,366	609		4,975	77.1
Written.....	708	81		789	12.2
Telecommunication	2,573	408		2,981	46.2
Internet and E-mail.....	1,085	120		1,205	18.7
Total Direct request from recipient's company:	208	132		340	5.3
Written	5	8		13	0.2
Telecommunication		28		28	0.4
Internet and E-mail.....	203	96		299	4.7
Total Communication other than request:					
Written.....					
Telecommunication					
Internet and E-mail.....					
Association					
Business Directories, See Par. 11(c)	1,139			1,139	17.6
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Non-Paid Circulation	5,713	741		6,454	100.0
Percent	88.5	11.5		100.0	
Paid Subscription Circulation.....				96	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				6,550	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	6,460	98.6	14	6,446
Individual by name only	27	0.4	24	3
Title or occupation only	6	0.1	2	4
Company name only	54	0.8	53	1
Multi-Copy Same Addressee	3	0.1	3	
Total Qualified Paid Subscription & Non-Paid Circulation	6,550	100.0	96	6,454
Single Copy Sales				
Total Qualified Circulation	6,550			

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GEOGRAPHIC ANALYSIS See Par. 11(d)

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049.....	11			11
NH 030-038.....	17			17
VT 050-059.....	31			31
MA 010-027.....	102		3	99
RI 028-029.....	15			15
CT 060-069.....	30			30
New England	206	3.1	3	203
Middle Atlantic				
NY 100-149.....	301		7	294
NJ 070-089.....	191		6	185
PA 150-196.....	412		10	402
Middle Atlantic	904	13.8	23	881
East N. Central				
OH 430-459.....	220		4	216
IN 460-479.....	98			98
IL 600-629.....	371		11	360
MI 480-499.....	127		2	125
WI 530-549.....	157		1	156
East N. Central	973	14.9	18	955
West N. Central				
MN 550-567.....	95		4	91
IA 500-528.....	30			30
MO 630-658.....	83			83
ND 580-588.....	8			8
SD 570-577.....	7			7
NE 680-693.....	13		1	12
KS 660-679.....	36			36
West N. Central	272	4.2	5	267
South Atlantic				
DE 197-199.....	4			4
MD 206-219.....	44		1	43
DC 200, 202-205.....	2		1	1
VA 201, 220-246.....	45			45
WV 247-268.....	7			7
NC 270-289.....	66		1	65
SC 290-299.....	19			19
GA 300-319.....	84			84
FL 320-349.....	140		1	139
South Atlantic	411	6.3	4	407

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
East S. Central				
KY 400-427.....	38			37
TN 370-385.....	71		1	70
AL 350-369.....	26			26
MS 386-397.....	7			7
East S. Central	142	2.2	2	140
West S. Central				
AR 716-729.....	21			21
LA 700-714.....	25		2	23
OK 730-749.....	17			17
TX 750-799.....	174		1	173
West S. Central	237	3.6	3	234
Mountain				
MT 590-599.....	18			18
ID 832-838.....	14			14
WY 820-831.....	4			4
CO 800-816.....	78		1	77
NM 870-884.....	21			21
AZ 850-865.....	34			34
UT 840-847.....	55			55
NV 889-898.....	25			25
Mountain	249	3.8	1	248
Pacific				
AK 995-999.....	5			5
WA 980-994.....	96		1	95
OR 970-979.....	75		1	74
CA 900-961.....	484		5	479
HI 967-968.....	24			24
Pacific	684	10.4	7	677
Single Copy Sales				
U.S. Unclassified				
United States	4,078	62.3	66	4,012
Poss. & Other Areas				
004-009, 969.....	3	0.0		3
U.S. & Poss., etc.	4,081	62.3	66	4,015
Canada	395	6.0	3	392
Mexico	33	0.5		33
Military or Civilian Personnel Overseas ..				
Other International	2,041	31.2	27	2,014
Total International	2,469	37.7	30	2,439
E-Mail Address Only				
Other Unclassified				
Grand Total	6,550	100.0	96	6,454

06-0270-0	Analyzed Issue Date	05/01/08
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	15.00
	Association Subscription Price	
	U.S. Subscription Price	87.00
	Canadian Subscription Price	116.00
	International Subscription Price	131.00